

Robb Report

February 15, 2006

Director, Regulations and Rulings Division
Alcohol and Tobacco Tax and Trade Bureau
United States Treasury Department
ATTN: Notice No. 55
P.O. Box 14412
Washington D.C. 20044-44125

Subject: TTB Notice No. 55 – Proposed Saddle Rock-Malibu Viticultural Area

Dear Director:

This letter is sent to voice my support for the proposed establishment of the Saddle Rock – Malibu Viticultural Area. The establishment of this proposed area will aid Malibu winemakers to more accurately describe the true origin of their wines, but I believe it confers additional benefits, too. Malibu is a small community in which residents demonstrate a great deal of civic pride, from its beaches and canyons to its connection with Southern California's film industry. The proposal serves to recognize the unique characteristics not only of Malibu's unique viticultural attributes, but also of the community in general.

A ride in an open convertible through Kanan Road, off of which the Semler vineyards are located, demonstrates the unique character of a short stretch of this road where it intersects Mulholland Drive. I enjoy this ride every day on the way to and from our offices, and marvel at the unique microclimate, with its temperatures and even air quality that distinguish it from the rest of the area.

CurtCo Robb Media is a not-too-distant neighbor of our Malibu winemakers, having relocated our corporate offices from nearby Woodland Hills, California, in 1994. Our publication *Robb Report* makes regular forays into the world of premium wines and spirits, as a part of product coverage ranging from automobiles to yachts (nothing with "z" comes to mind). For us, viticultural distinctions are an important aspect of our wine reviews, and the designation of a region in our very own "backyard" will go a long way to generating extra interest by consumers in these fine Malibu wines.

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Malibu winemakers, such as the Semler Family Vineyards, produce exceptional wines of which the community can be proud. At *Robb Report*, we hope to be able to share the region's winemaking expertise, and that very same community pride, with our readers around the world.

I would ask that the Bureau please consider the positive benefits to our community that will result from the special designation of the Saddle Rock – Malibu Viticultural Area. Thank you very much for your time and consideration.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "R. Ross", is positioned above the printed name.

Robert Ross
Sr. Vice President/Creative Director
CurtCoRobb Media

Enclosure

Cc: Tami Semler, Malibu Family Wines